

Average New-Car Prices Up Nearly 3 Percent Year-Over-Year for February 2019 on Full-Size Pickup Strength, According to Kelley Blue Book

IRVINE, Calif., March 1, 2019 /PRNewswire/ -- The analysts at Kelley Blue Book today reported the estimated average transaction price for a light vehicle in the United States was \$36,590 in February 2019. [New-vehicle prices](#) increased \$993 (up 2.8 percent) from February 2018, while decreasing \$205 (down 0.5 percent) from last month.



Kelley Blue Book

"New-vehicle transaction prices climbed nearly 3 percent in February, led by the strength in full-size pickup trucks," said Tim Fleming, analyst for Kelley Blue Book. "New pickups from General Motors and RAM are setting the pace for the segment, and every full-size pickup truck had year-over-year growth greater than 4 percent. Looking at midsize trucks, the segment was only up 1 percent for the month, but it is set for a similar revival with the new Ford Ranger hitting the market right now and the Jeep Gladiator coming soon."

Manufacturer	February 2019 Transaction Price (Avg.)*	January 2019 Transaction Price (Avg.)*	February 2018 Transaction Price (Avg.)*	Percent Change January 2019 to February 2019*	Percent Change February 2018 to February 2019*
American Honda (Acura, Honda)	\$28,991	\$28,808	\$28,585	0.6%	1.4%
Fiat Chrysler (Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, RAM)	\$38,584	\$39,354	\$36,816	-2.0%	4.8%
Ford Motor Company (Ford, Lincoln)	\$41,270	\$41,633	\$39,120	-0.9%	5.5%
General Motors (Buick, Cadillac, Chevrolet, GMC)	\$39,808	\$39,584	\$39,767	0.6%	0.1%
Hyundai-Kia	\$25,401	\$25,421	\$25,296	-0.1%	0.4%
Nissan North America (Nissan, INFINITI)	\$29,956	\$29,958	\$29,500	0.0%	1.5%
Subaru	\$29,500	\$29,835	\$28,032	-1.1%	5.2%
Toyota Motor Company (Lexus, Toyota)	\$32,777	\$32,678	\$32,124	0.3%	2.0%
Volkswagen Group (Audi, Volkswagen, Porsche)	\$43,605	\$46,192	\$41,844	-5.6%	4.2%
Industry	\$36,590	\$36,765	\$35,597	-0.5%	2.8%

*Kelley Blue Book average transaction prices do not include applied consumer incentives

Gaining most year-over-year, Ford Motor Company's average prices were up more than 5 percent, with both Ford and Lincoln up by 5 percent. Ford's strength was led by the refreshed Edge and its new ST trim, which helped pull the model's average up 5 percent. The F-Series also saw prices rise as the Super Duty trucks capture a larger share of sales. At Lincoln, the Nautilus rose 8 percent above the MKX it replaced, and the Navigator is still posting solid transaction prices, up 4 percent year-over year.

General Motors was flat year-over-year, with only the GMC brand posting an increase. GMC climbed 2 percent largely on the redesigned Sierra pickup, which was up 6 percent. However, Buick fell 3 percent, as the Enclave was down 4 percent now in the second year of its generation, and the Envision dropped by 5 percent.

Segment	February 2019 Transaction Price (Avg.)*	January 2019 Transaction Price (Avg.)*	February 2018 Transaction Price (Avg.)*	Percent Change January 2019 to February 2019*	Percent Change February 2018 to February 2019*
Compact Car	\$20,421	\$20,462	\$20,329	-0.2%	0.5%
Compact SUV/Crossover	\$29,259	\$29,096	\$28,480	0.6%	2.7%
Electric Vehicle	\$60,459	\$60,443	\$58,458	0.0%	3.4%
Entry-level Luxury Car	\$42,598	\$42,535	\$41,524	0.1%	2.6%
Full-size Car	\$35,205	\$35,224	\$34,512	-0.1%	2.0%
Full-size Pickup Truck	\$49,958	\$49,984	\$46,930	-0.1%	6.5%
Full-size SUV/Crossover	\$62,961	\$63,500	\$62,143	-0.8%	1.3%
High Performance Car	\$108,236	\$121,513	\$99,539	-10.9%	8.7%
High-end Luxury Car	\$98,502	\$98,280	\$98,677	0.2%	-0.2%
Hybrid/Alternative Energy Car	\$27,093	\$27,254	\$27,248	-0.6%	-0.6%
Luxury Car	\$58,740	\$58,960	\$58,758	-0.4%	0.0%
Luxury Compact SUV/Crossover	\$44,942	\$45,109	\$44,662	-0.4%	0.6%
Luxury Full-size SUV/Crossover	\$88,433	\$88,033	\$87,382	0.5%	1.2%
Luxury Mid-size SUV/Crossover	\$58,469	\$58,531	\$56,831	-0.1%	2.9%
Mid-size Car	\$25,944	\$25,919	\$25,836	0.1%	0.4%
Mid-size Pickup Truck	\$33,427	\$33,623	\$32,978	-0.6%	1.4%

Mid-size SUV/Crossover	\$38,670	\$38,717	\$38,418	-0.1%	0.7%
Minivan	\$35,635	\$35,612	\$33,965	0.1%	4.9%
Sports Car	\$35,344	\$35,387	\$34,862	-0.1%	1.4%
Subcompact Car	\$16,474	\$16,322	\$16,228	0.9%	1.5%
Subcompact SUV/Crossover	\$23,982	\$23,824	\$24,349	0.7%	-1.5%
Van	\$34,122	\$34,017	\$34,156	0.3%	-0.1%
Grand Total	\$36,590	\$36,765	\$35,597	-0.5%	2.8%
<i>*Kelley Blue Book average transaction prices do not include applied consumer incentives</i>					

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For further information: Brenna Buehler, 909-225-4643, brenna.buehler@coxautoinc.com; or Nichole Mrasek, 678-429-7627, nichole.mrasek@coxautoinc.com

<https://stage.mediaroom.com/kbb/2019-03-01-Average-New-Car-Prices-Up-Nearly-3-Percent-Year-Over-Year-for-February-2019-on-Full-Size-Pickup-Strength-According-to-Kelley-Blue-Book>